

China eCommerce BOOT CAMP



WHAT IS THE CHINA-ECOMMERCE BOOT CAMP

The China eCommerce Boot Camp is a one-day training event designed to provide US SME brand owners with the opportunity to practically learn about eCommerce in China. The goal of the program is to develop an initial draft of a China eCommerce strategy. **Seating is limited, start the registration process immediately to secure your spot!**

DATES AND LOCATIONS

New York City: Tuesday, May 10, 2016, 9am to 4pm - UPS (643 West 43rd St., New York, NY 10036)

Los Angeles: Thursday, May 12, 2016, 9am to 4pm - Los Angeles Area Chamber of Commerce (350 S. Bixel Street, Los Angeles, CA 90017)

COST

\$300 per attendee, \$75 fee for additional participant from same company (2 max per company)

WHAT YOU WILL LEARN

Market insights, Digital landscape, eMarketplace in China, Case studies, China eCommerce platforms, Content & social marketing, eCommerce strategies



ABOUT THE SPEAKER

Cyril Drouin - Chief eCommerce Officer, Greater China - Saatchi & Saatchi.

Cyril Drouin is based in the Shanghai Office of Saatchi & Saatchi, but he travels extensively for business, lectures, and trainings. Cyril has lived in China since 1998 and in 2003 founded BysoftChina, an eCommerce and digital agency focusing on the Chinese market. As its CEO and Senior eCommerce Consultant, Cyril, over the more than 10 years since its inception, helped BysoftChina to grow into a leading agency, with clients extending from SMEs to multinationals.

WHO SHOULD JOIN

China-ready brand owners (registered trademarks); Over \$2 million in revenue; Preferred categories are cosmetics/toiletries, apparel and accessories, food, baby care, health supplements (other categories are welcome but should be viable for the Chinese market)

FOR MORE INFORMATION AND TO REGISTER, CONTACT:

New York: Ashish Vaid at Ashish.Vaid@trade.gov

Los Angeles: Terri Batch at Terri.Batch@trade.gov

Brought to you by



Gold Sponsor



Silver Sponsor

